S.C. City C2 1966

SANTA CLARA

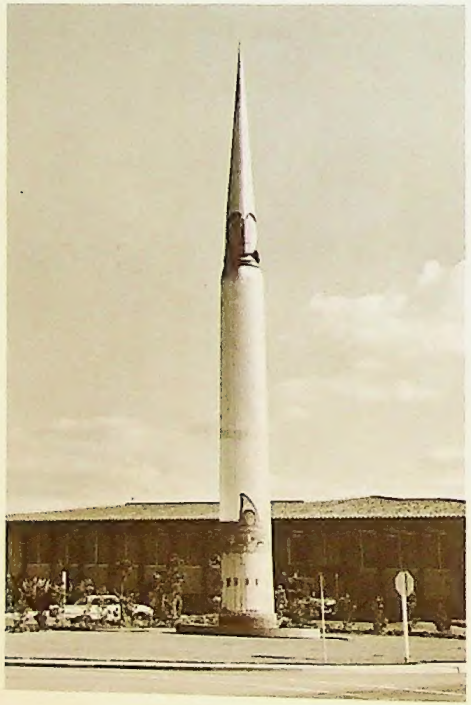
CALIFORNIA

SANTA CLARA PUBLIC LIBRARY
2635 FOWLER ROAD
SANTA CLARA, CALIF. 95051

SANTA CLARA - GOVERNMENT FOR THE PEOPLE - BY THE PEOPLE

Graceful Fountain in Beautiful New Civic Center

Beniamino Bufano's Statue "Universal Child" Fronting Magnificent Civic Center



Santa Clara has a council-manager type of government with the mayor selected from the seven members of the council.

The city is guided full time by a professional staff including a city planner, a city engineer, traffic engineer, public works director, parks and recreation superintendent, finance officer and city attorney, besides the city manager and assistant city manager.

The city employs 500 persons to supervise and work in the various departments. Most of them are housed in the city's brand new City Hall located in its new Civic Center, one of the most beautiful to be found anywhere.

The city maintains a policy of financing capital improvements either with current income, or through general obligation, and/or revenue bonds that are retired with city revenues rather than special levies on property taxes. Where assessment district financing is required or requested, the city follows an established formula, applied uniformly, by which the property owners pay a certain percentage of the total frontage foot improvement cost and the city pays the remainder.

OUTSTANDING FIRE PROTECTION

The fire department protects an area of 14 square miles in Santa Clara with five fire stations strategically located to best serve all parts of the city.

The regular personnel force of 71 is supplemented by a 75-man Volunteer Group.

Eleven firemen, trained in first aid, have held classes and trained some 2,000 citizens in lifesaving techniques.

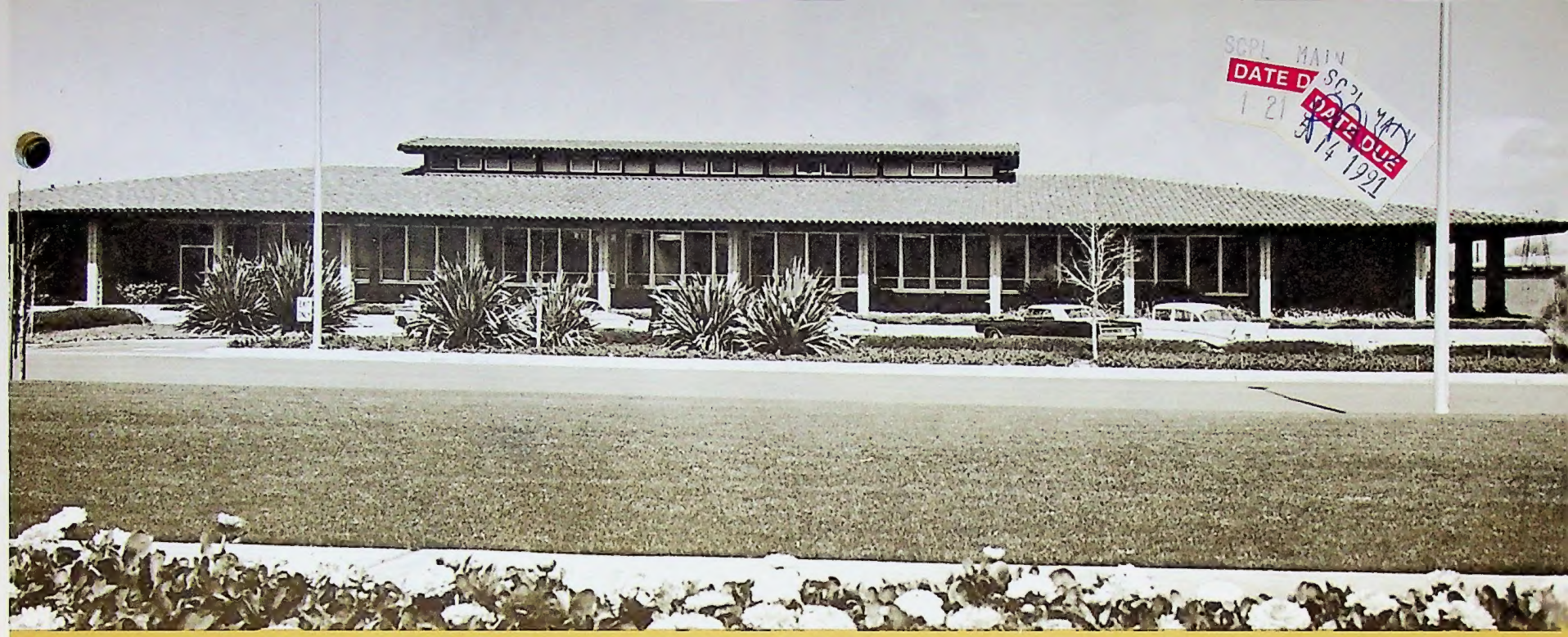
Like other city departments, the fire department is housed in new quarters, and its facilities are keeping pace with the rapid growth of Santa Clara so that it can function with the optimum of ease.

A WATCHFUL EYE KEEPS THE CITY SAFE

In keeping with progressive trends, the Santa Clara police department now uses a police dog, "Uddo," to help on the force.

The department consists of an elected chief and 89 employees.

The department has one of the finest in-service trainings for its size in the country. Nine motor vehicles patrol the city, and there are 49 patrolmen and 15 sergeants on the staff for the protection of Santa Clara citizens.



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COVER PHOTO: MAGNIFICENT NEW SANTA CLARA CIVIC CENTER. IN FOREGROUND, BEAUTIFUL STATUE OF ST. CLARE, PATRON SAINT OF SANTA CLARA, DONE BY SCULPTOR ANN VAN KLEECK.

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SANTA CLARA PUBLIC LIBRARY
2635 HOMESTEAD ROAD
SANTA CLARA, CALIF. 95051

CHAMBER OF COMMERCE IS A LEADER IN SANTA CLARA'S PROGRESS AND DEVELOPMENT

The City of Santa Clara is nearing the magic pinnacle of 200 years of community progress. In this time it has changed from a rural to an urbanized industrial culture. It is a city that combines an invigorating blend of tradition and progress.

Through its leadership in many committees, the Santa Clara Chamber of Commerce is continuously at work (1) identifying the needs of the community; (2) organizing reliable solutions to problems; and (3) inspiring the business and industrial citizenry to more active participation in the civic life of the community.

The Chamber of Commerce stands as a repository of public spirited citizens, a source of new ideas, and historically in Santa Clara has been the leader in the practice of the democratic arts.

Now as it looks back upon its 50-year record, it can point with pride to the story outlined in this beautiful brochure.

As Santa Clara looks forward, its attention is focused on a bright future which will see expanded recreational, educational, commercial, and industrial activity providing a better life in material and cultural advantages.

The Santa Clara Chamber of Commerce extends its warm welcome to visitors, newcomers, long-time residents and investors. Its staff is always ready to be of service.

STATISTICALLY SPEAKING

POPULATION:	85,000 (1966). Santa Clara County – 910,000.
TRADING AREA:	9 county Bay Area in close proximity, 4,635,000.
ELEVATION:	94 feet above sea level.
CLIMATE:	Sunny average – 293 days. Winter: High average 57.8° Low average 38.4° Mean 48.3° Summer: High average 82.0° Low average 53.4° Mean 67.8°
CITY AREA:	15 square miles.
GOVERNMENT:	Council-Manager.
CHURCHES:	22 of various faiths.
SCHOOLS:	34 Elementary. 5 Junior High Schools. 4 High Schools. University of Santa Clara. San Jose State and Stanford adjacent.
LIBRARY:	Santa Clara Library. New library to be completed in 1966.
NEWSPAPERS:	Santa Clara Journal; San Jose Mercury.
RADIO: TELEVISION:	KGNU and KREP-FM. Reception from San Francisco-Oakland area, and 1 television station in San Jose.
FINANCIAL INSTITUTIONS:	There are 10 banks and 3 savings and loan institutions.
RECREATIONAL FACILITIES:	20 parks and playgrounds. Santa Clara Park System is comprised of 142 acres. Nearby, are ocean and mountains.
ASSESSED VALUATION:	1965: $155,877,060.
BUILDING PERMITS:	1965: $16,309,350.
TRANSPORTATION:	Trucking, buses, airlines, railroad, freeways, and airports.
UTILITIES:	Water: Owned by City of Santa Clara. Pumping capacity, 41,500,000 gallons per day. Electricity: Owned by the City of Santa Clara. Gas: Pacific Gas & Electric Co. Telephone: Pacific Telephone Co.
INDUSTRY:	400 manufacturing plants.
CITY SALES TAX:	1%.
PROPERTY TAX:	Combined total property tax rates, 1965-66 per 100 assessed value: $8.598.
SEWER SYSTEM:	Capacity: 135 million gallons per day.

Western Microwave Laboratories develops and manufactures several special types of microwave components. One of their main products is ferrite circulators and isolators. Another major product area consists of transistor oscillators which operate at microwave frequencies (above 100 mc). These find application wherever small size and weight, high efficiency, and extended reliability are required.

During the last three years, Western Microwave Laboratories, Inc., has built components for the POLARIS Missile, for the LEM (Lunar Excursion Module), for the Minuteman Program and several operational missile systems such as the SHRIKE and TYPHON.

Products are marketed worldwide through an extensive network of manufacturers representatives. T.D. Geiszler, president. *1045 De Guilio Avenue, Phone, (408) 241-6302; TWX 408-287-6630.*

STARK REALTY INVESTMENT

Good property investments abound in quick growing Santa Clara and the peninsula. A man has to watch every trend and value indicator to know where the property is and when it is time to buy.

Such advice is available to you through Richard M. Stark, R.E.C.I., realtor, who has been successfully advising clients how to invest in real estate for the past seven years. A Certified Property Exchangor, he offers a complete service in real estate investment, estate building, and welcomes your visit or query. *3375 Stevens Creek Blvd., 243-0800.*

CHRISTIAN ELECTRIC, INC.

Serving residents of Santa Clara with six radio-dispatched trucks, Christian Electric is as near as your telephone when wiring goes wrong.

No type of job is too small and estimates are free. No job is too big, either. Take a look at the new Chamber of Commerce building for an example of this company's work in wiring. Christian Electric specializes in engineering design, industrial and commercial wiring, installation of electric heating, dryer and range installation, and any type of electrical work. Charles W. Christian and John R. Perry ready to serve you. *225 Bret Harte Ct., 243-2005.*

ELECTROMEC DESIGN AND DEVELOPMENT COMPANY

Electromec provides general engineering services to industry: designing, product styling and development, and drafting.

Electromec will undertake a complete product package including engineering and designing.

Clients utilize their services when the requirements of a project make temporary expansion of an engineering staff necessary; when they require technical abilities to assist their organization; when peaks and valleys occur in their programming.

Over 37,700 feet of floor space; in excess of 400 employees.

Offices located up and down the West Coast serving the largest industries in the nation. J.P. Padgett, Jr., president. *282 Brokaw Road, 244-6460.*

CHIARAMONTE'S HOUSE OF TRAVEL

Come in and talk over your travel needs—and plans with Phil Chiaramonte or his staff—the *only* travel service in Santa Clara. No service charge and what a convenience! Complete travel and hotel arrangements for one, a party, or tours to anywhere in the world...by air or steamship. "We plan your trip as if we were going with you," is the motto...and they honestly do it! Phil Chiaramonte, owner. *3088 El Camino Real, 296-5250.*

THE STEAK HOUSE

You're welcome any time after 4 p.m. daily (Sundays at 2 p.m.) for the best in steaks. Sam and Eileen, your hosts, will greet you and you can enjoy your favorite cocktail or a bottle of wine with your dinner. Cold beer on tap, too! Ample parking. Mr. Just Steaks sez, "for the eatenest steaks anywhere" come to the STEAK HOUSE! *2367 El Camino Real (On Alternate 101), 243-1545.*

SANTA CLARA BLENDS TRADITION WITH PROGRESS

Fronting Santa Clara's magnificent new Civic Center is one of Beniamino Bufano's abstract statues, "Universal Child." A few blocks away, tourists by the hundreds visit Santa Clara Mission, founded in 1777 on the grounds of Santa Clara University, the oldest college in California.

You might never notice where the new Santa Clara begins and the traditional Santa Clara ends. They are blended with a deft touch of Spanish Mission architecture, red tile roofs, and earth brick. Trees hundreds of years old grow on one block while on the next block newly planted shrubs and trees seem to have always been there, too.

Santa Clarans like it that way. They are a blend themselves of the best of the traditional and the most satisfying aspects of progress.

Santa Clara was a quiet, traditional town of 6,500 in 1940, bucolic and devoted to prune raising. Today, its population is passing 85,000.

In the early fifties, when floods of newcomers arrived, swelling the population by thousands every year, the City Fathers, industrial leaders and businessmen, created a Plan for their city. They acquired acreage, zoned land, and agreed upon a General Plan. Certain land was set aside for development as residential areas. Those areas closest to transportation facilities were left for industrial developments. Dominant theme in architectural design was to be Mission Spanish.

The Plan included blueprints for a new Civic Center now a reality. Step-by-step the city has grown and prospered in its General Plan. As housing developments sprang up, so did shopping centers. Schools were built, parks developed. Utilities, fire protection, water supply, and streets increased in planned growth.

Today, finishing touches are being put on Santa Clara's new Edward Durrell Stone-designed 40,000 square-foot library. A few blocks away the entire square of what was was the downtown Santa Clara section has been torn down to make way for an elegant Plaza of shops, a medical-dental center, movie theater, and hotel.

Already underway is a study to determine the feasibility of building an enormous Community Activity Center to serve as a stadium for sports, a convention hall, and a music-hall theater.

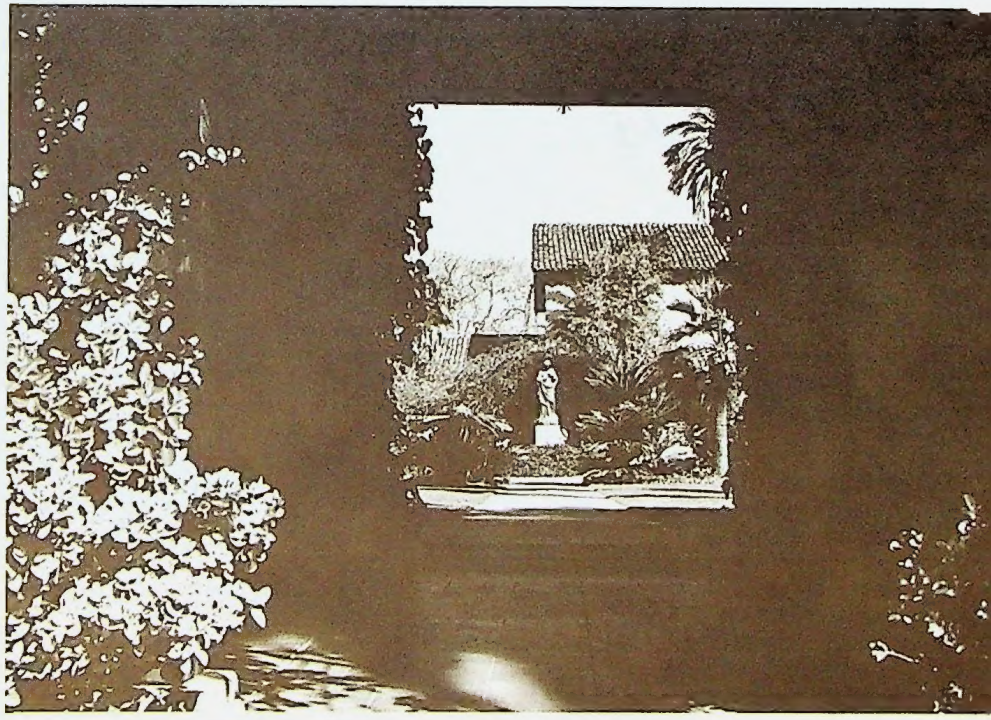
There is excited anticipation, too, in the new International Swim Center to be completed in the summer of 1967. This magnificent swim complex promises to be the pride of The West.

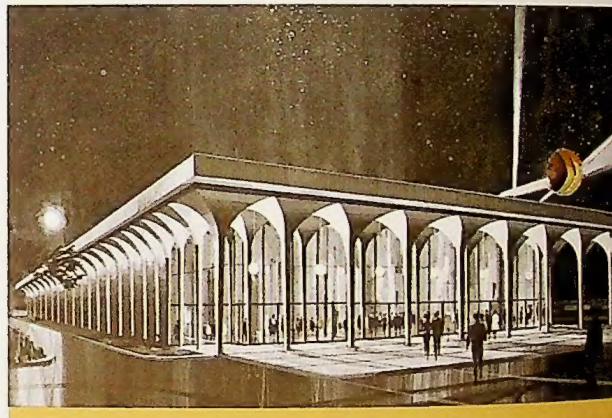
Much of the charm of Santa Clara is in the ease and simplicity of living here. Winters are mild, summers are never hot. It almost never rains in summer, yet the Santa Clara Valley is a lush green, fed from abundant underground water supply.

While Santa Clara appears to be a city of homes, it is in an area of industry where opportunities for employment are unlimited. Some 400 diversified manufacturing plants are located in Santa Clara itself, with hundreds more throughout Santa Clara County and the San Francisco Bay area.

(Continued on Page 7)

Beautiful Statue of St. Clare, Patron Saint of Santa Clara





Housed in a beautiful building, framed by magnificent arches reminiscent of Santa Clara's Spanish heritage, United California Theater's plush CINEMA D-150 theater is located in Moonlite Shopping Center as one of the modern new landmarks along El Camino Real in Santa Clara.

(Continued from Page 5)

Santa Clarans are fortunate to have a well-planned city with more than 20 parks, its own Philharmonic Orchestra, University, art museum, and entertainment facilities.

In addition, it enjoys the culture and sports programs of neighboring San Francisco, Berkeley and Oakland, Palo Alto (Stanford University), San Jose, and the beaches of nearby Santa Cruz and the Monterey Peninsula.

Freeways provide rapid transportation to mountains, beaches, and camping sites for skiing, fishing, surfing, and fun.

Living costs are moderate. Housing ranges from $15,000 to $30,000 for new homes; utilities are low.

As a market itself, Santa Clara draws on a potential of four and a half million people within a radius of 50 miles. Easy transportation access of railway, airport, highways and buses, provide fast movement of goods and make Santa Clara an ideal location for any type of industrial, home office or distribution business.

You name it—Santa Clara has it—or soon will. For this farsighted community has projected its future into 1984 with written plans followed by action. Santa Clara wants its residents to enjoy the best of everything and with the community spirit it has developed, Santa Clarans will.

PHOTOCOPY COMPANY

Since 1953, Photocopy Company has grown from a small shop to two full-time plants staffed by specialists in the printing and photographic processing field.

Thoroughly experienced service representatives are available to advise clients on a variety of printing problems, ranging from simple office forms and letters up to multi-page manuals and complex technical drawings.

Offset Printing—Electrostatic Printing Photography—Photostats—Plate Making. Two-way delivery service. William H. Muller, president. *3150 Kenneth Avenue, Santa Clara, CH 8-0330. 1923 University Avenue, Palo Alto, DA 1-0583.*

TRI-STATE PLYWOOD COMPANY

Plywood products for every interior use are offered by this firm, the largest producers of plywood in Santa Clara County.

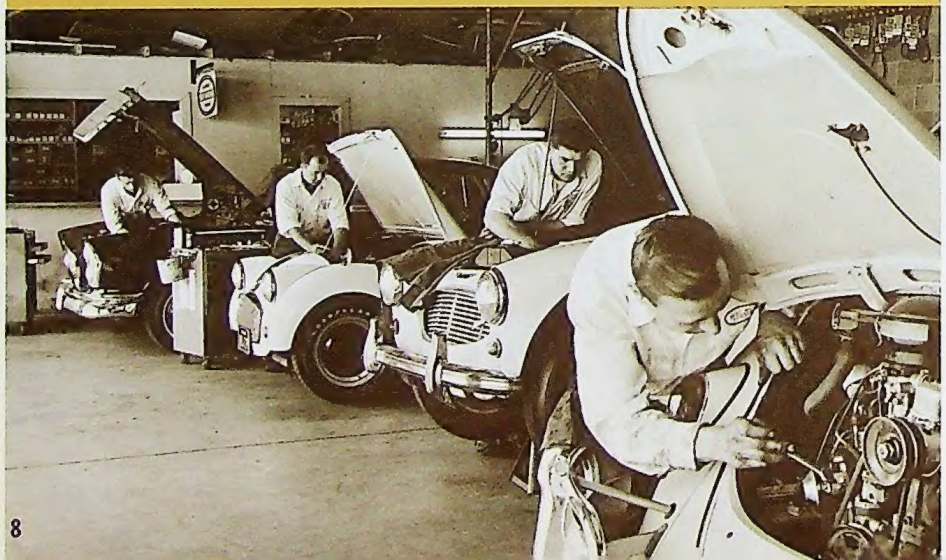
It supplies 50 million feet of 3/8" plywood annually for office interiors and homes. Carload sales. Tri-State manufactures plywood of Douglas Fir only, which is noted for its durability, beauty, and ease of design. A. B. Burdick, general manager. *630 Martin Ave., 243-4010.*

B & B FOREIGN CAR CENTER

Owners Bruno Bartyzel and Dietmar Burkhardt are German-trained master mechanics who are foreign car specialists, in their FOREIGN CAR CENTER one-half block north of Moonlite Shopping Center. No waiting for parts, as B & B has a complete stock available.

WE REPAIR
VOLKSWAGEN – VOLVO
MERCEDES – PORSCHE

and all other foreign car makes. We also provide a written Guarantee. We are located in the "Modern Auto Center." *2983 El Camino Real, Santa Clara, 241-5215.*



BUS'S TRAILER SALES

In Santa Clara County alone, more than 30,000 people reside in Mobile Homes. Some of the facilities of today's luxurious Mobile Home Parks include heated swimming pools, billiards, shuffleboard courts, sauna baths, and elegant club houses. As in other types of housing, floor plans and sizes are as varied as the individual taste with as much as 1,500 square feet available. Write for free literature and a map showing of the newer Mobile Home Parks in the area.

With recreational facilities rapidly expanding and becoming more modernized, Travel Trailers are available to suit the needs of all from the week-ender to the year-round traveler.

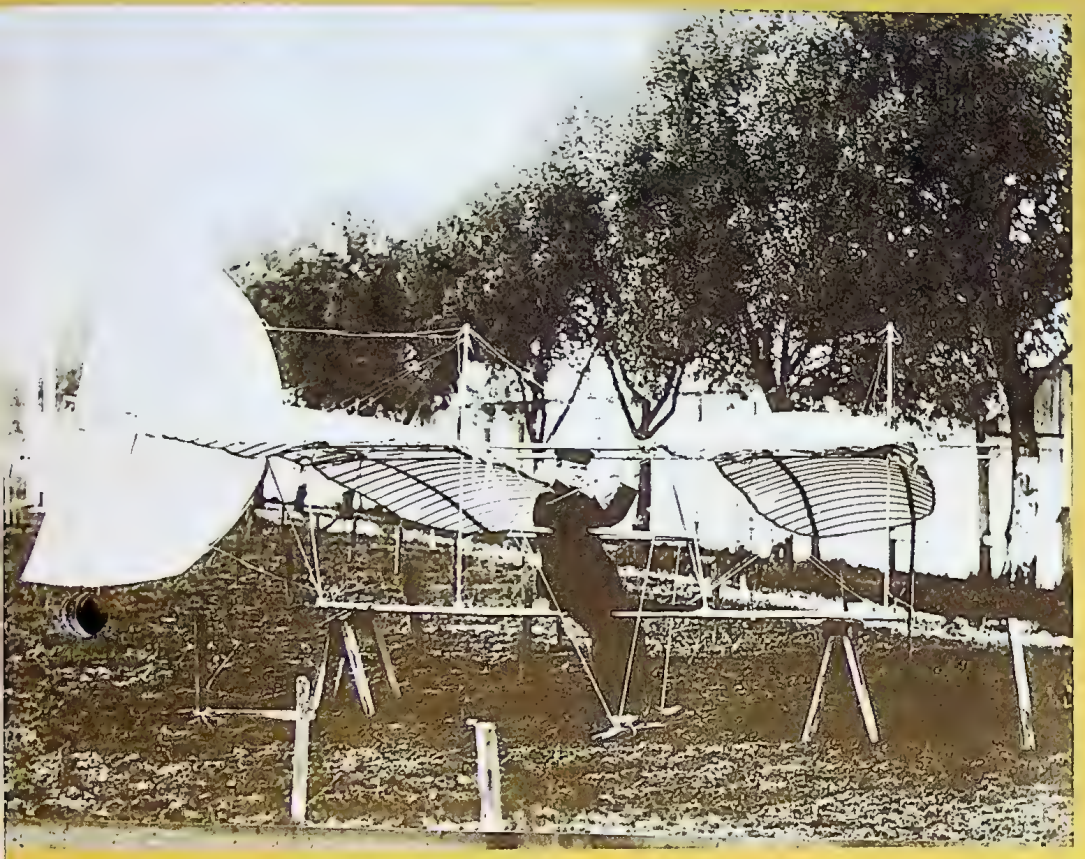
Mobile Homes and Travel Trailers in every size and price range, Bank Financing, Insurance Agent, Trades, and SERVICE (One Full Year) make it easy for one to fulfill his fondest desires. *3035 El Camino Real. 243-6501.*

GRIFFIN'S AUTO PARTS, INC.

Griffin's is geared to serve industry, service stations, garages – wholesale and retail. It is the only store in Santa Clara carrying original equipment parts for replacement and offering machine-shop service for service businesses.

Carburetors – Gaskets – Mufflers – Generators – Fuel Pumps – Tools – Machine-Shop Service – Brake Drums Turned – Axle Bearings Pressed. Always at your service. Paul Griffin, owner. *3505 The Alameda, 248-8100.*

MISSION FATHERS DREAMED OF FARMING -- PIONEERS DREAMED OF GOLD



Professor John J. Montgomery, "Father of Aviation," Ground Checks His Historic Tandem-Wing Glider

Decendants of the first pioneers of Santa Clara love to tell stories about their town. They live in memories of childhood when downtown Santa Clara was one street of stores; a train to San Francisco ran in the afternoon and a trip to the city was a treat to be talked about for many weeks after.

Pride of the city was the Alameda (shaded way), a wide road flanked by willows, linking the then pueblos of Santa Clara and San Jose. Fray Magnin Catala tended a nursery of thousands of native black willow cuttings for two years and then in 1795, with 200 Indian neophytes, planted the three and four rows of trees that formed the Alameda. They grew into magnificent specimens that made the three-mile passage a delight to the eye.

The Alameda still serves as a wide and delightful road between the cities of Santa Clara and San Jose but the stately willow trees have been cut down to make way for progress.

There were not a hundred Americanos in Santa Clara Valley less than 140 years ago! It is difficult to believe within that brief time the Missions were the hub of life, providing spiritual and physical substances to the native Indians. Santa Clara Mission had a population of 2,238 Indians in 1800. Since 1777, the padres had wrested civilization from the wilderness, building their mission, clearing lands of growth for crops and fruits and pasturage.

In this historical interval we were left a precious heritage. Still alive are hundreds of poetic names given by the padres, a regional type of architecture still in use, and a way of western life and hospitality that has refused to die.

Everything changed in 1833. Mexico passed a law transferring to the Indians all the landed Mission wealth. Greedy Mexican politicians later transferred these lands by "King's Grant" to their relatives and favorites.

Squatters abounded on these "grants," but the living was easy. Herds of cattle increased so fast that an annual slaughter was necessary. Horsemanship was the pride of the gentry and a league, 4,400 acres, was not too great a price to pay for an ornamented saddle.

Hospitality to the stranger was unbounded and a man could travel from one end of California to the other without spending a cent.

The landowners, prodigious spenders, soon lost their lands to more practical minded Yankees and Americanos.

When the cry of Gold resounded in 1849, the Santa Clara Valley had a small community. All able-bodied men deserted to join the search for gold. In that same year, a Frenchman, Louis Pellier, arrived, bringing starts of a fruit that was to make the valley world-famous – the PRUNE. Santa Clara prunes proved to be the valley's gold mine, and even today, it still provides one-third of the nation's prunes.

In the century between 1849 and 1949, Santa Clara celebrated the founding of its Santa Clara University (1851). A wood-burning, diamond-stack locomotive pulled into San Jose in 1865, from San Francisco, finally linking the Santa Clara Valley to the nation.

An interesting sidelight is that a University of Santa Clara physics professor, John Joseph Montgomery, became the first man to successfully fly a heavier-than-air craft. While the Wright Brothers made the first powered flight, Montgomery in 1883, near San Diego, flew his glider 600 feet without mishap to become the "father of aviation."

Prune raising was this small, quiet town's lifeblood until 1940. With the start of the war, and the boom years that followed, newcomers by the thousands discovered the charm of the Santa Clara Valley. Industry and business followed, and the once "sleepy" agricultural community became a modern, progressive city.

Even with this constant progress, Santa Clara has retained its romantic Spanish-Indian flavor. It has interest and respect for the past and is constantly adding to present history through tremendous new growth.

KING'S HIGHWAY MOTEL

Right in the center of Santa Clara, just 5 blocks from the new Civic Center, you'll find Robert and Virginia Dunbar's King's Highway Motel. In addition to units with kitchenettes, TV and some deluxe accommodations, you'll get their warm and friendly welcome – the kind that makes you and your family feel at home away from home. *On Highway 101 and 82, 1031 El Camino Real, AX 6-3544.*

WALKER-TAYLOR CARPETS AND DRAPERIES

Be sure of *first* quality in carpeting and draperies by shopping here. Walker-Taylor features distinguished names in carpeting, including Bigelow, Masland, Monarch, Beattie, and Hollytex. Installations are guaranteed. For decorating ideas and consultations, ask to talk to one of our outstanding decorators. Call for free estimate in our store or in your home. *4483 Stevens Creek Blvd., 241-1500.*

GRACIOUS HOMES ON TREE-SHADED STREETS

Santa Clara is a city of homes in well-planned residential areas. On good-sized lots, they are set back from the tree-lined streets.

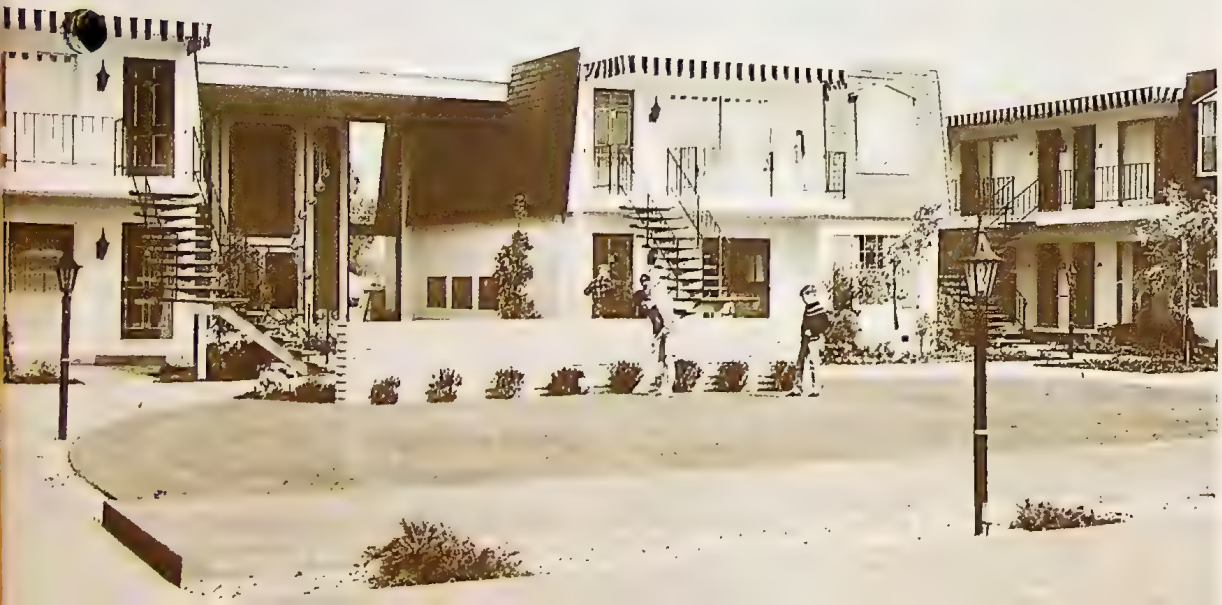
The mild, sunny climate, encourages much outdoor activity and entertainment so Santa Clara homes have patios, barbecues, and other facilities for entertainment in the summer. Gardening is popular and many a resident is a skilled horticulturist.

Houses are in a medium price range of from $15,000 to $30,000. The latter will purchase about as beautiful a home as you will find in the city. More luxurious homes and estates are available in developments skirting Santa Clara.

In recent years, Santa Clara has begun building apartment houses but there are no hi-rises. Most apartment houses are four-plexes or duplexes with gardens or pools, and designed for outdoor living and to blend in with the residences of the neighborhood. Rentals are moderate.

Keeping pace with the residential areas have come the shopping centers, schools, churches, senior citizens' centers, and parks to serve the residents.

National Award-Winning Apartments Provide Carefree Living



CHURCHES IN THE COMMUNITY

Churches in Santa Clara play a prominent role as the spiritual centers of their city. They contribute as well to its social activities and the culture of their congregations.

More than twenty-two churches grace Santa Clara in various types of architecture from modern to traditional. Their beauty blends into Santa Clara's luxurious landscaping to add charm and peace to the city.

As Santa Clara grows, so does the number of its churches and the size of its congregations. Almost every denomination has representation here. Within the county, all denominations are available.

No matter the denomination, all of Santa Clara churches extend a warm welcome to the newcomer and invite him to participate in their spiritual and social activities.

HARMON A. SMITH FUNERAL HOME

For 46 years, Santa Clara residents have turned to Harmon A. Smith Funeral Home when they most need understanding and assistance. Under the direction of Harmon A. Smith, the Home offers a carefully planned service of any faith desired at considerate prices. All modern facilities, including 2 chapels seating 300, 4 drawing rooms, and 100-car parking. *466 North Winchester Blvd., AX 6-2977.*

SANTA CLARA INDEPENDENT AGENTS ASSOCIATION

It pays to consult any one of this group of specialists for complete insurance protection of any type:

ROBERT B. SUHR AND CO.
976 Poplar Street
296-5523

HOWE & PRENTICE
P.O. Box 637
296-3403

PETERSON'S INSURANCE AGENCY
1245 El Camino Real
296-7527

AUSTIN-GARRISON INSURANCE AGENCY, INC.
3381 Stevens Creek Blvd.
296-3042

MISSION CITY FLORIST

When you need flowers, corsages, potted plants, or floral arrangements for your home or office, or any occasion, artificial or real, Phil and Loyt Sousa promise you the finest. Try them once and you'll join their long list of pleased customers who know that at Mission City quality comes first. Delivery anywhere in the area. Member of F.T.D. *1489 Franklin Street, CH 3-1253.*

EL REAL NURSERY

When there are landscaping or gardening problems, do like everybody else. Consult with Licensed Landscaping Contractor, Donald T. Okumura, who has been helping industry and residents for thirteen years to "beautify the outdoors." Annuals, Perennials, Shrubs, Garden Supplies. *2611 El Camino Real, Phone, CH 3-4910.*

UNCLE JOHN'S PANCAKE HOUSE

Mouth-watering world-famous pancakes are Uncle John's specialty, but you'll agree he does as well with steaks, salads, and sandwiches once you try them. Bring the family for the best service and eating away from home. Reservations accepted for parties, clubs, and meetings. Jack A. Holder, owner. *1680 El Camino Real (across from Civic Center), 243-8256. Other Uncle John's in Palo Alto, Millbrae, and San Jose.*

OUTSTANDING TEACHING TALENT PLACE SANTA CLARA'S SCHOOLS AMONG THE FINEST

Santa Clara's fully accredited high school program is distinguished by its ability to draw the finest teaching talent in California from nearby San Jose State College; its own Santa Clara University, nearby Stanford University, and two campuses of the University of California. Its average teacher is only 29 years old, has had five years of college, and 40% of the high school teachers hold the equivalent of a master's degree!

High scholastic standards are maintained and on an average each high school will receive from $50,000 to $100,000 annually in scholarships, a record the city is proud of.

With an understanding of the individuality of children and their capacities for learning, Santa Clara has developed, and is continuing to develop, school programs to give practical as well as academic learning.

The scope is wide. In high school a student may join a class in humanities or a modern math or science seminar. He may learn art appreciation as well as the required curriculum. If his interest is in vocational courses, he has an opportunity to learn metal shop, woodworking, drafting, and, of course, office skills. Only recently, the school system has become a member of the proposed Regional Vocational Center which will train students in many major skills.

Santa Clara has 25 elementary schools; five junior high schools; four high schools. A West Valley Junior College is temporarily located in Campbell. By 1967, the first permanent campus of West Valley will be opened near the Bayshore Freeway in the city of Santa Clara.

Three parochial elementary schools in Santa Clara have an enrollment of 1,611, and the new St. Lawrence Catholic Girls High School will be completed in 1966.

A strong sports program is a part of the curriculum, and both girls and boys participate with enthusiasm that builds active bodies as well as active minds.

The University of Santa Clara is the oldest private college in the state, established in 1851 by the Jesuits. It has recently become a coeducational university offering undergraduate and graduate study in arts, humanities and sciences, engineering, business, and law.

(Continued on Page 16)

Adrian Wilcox High School

Lovely Court Area of William A. Wilson Intermediate School

William A. Wilson Intermediate School

University of Santa Clara

St. Lawrence Girls School

(Continued from Page 14)

The University also has a teacher education division and graduate divisions in arts and sciences, engineering and business administration. The latter two courses are also available before or after the normal working day to enable those employed to attend if they wish. The law school has an evening division.

A non-credit evening extension division, a six-week summer session, and the Management Development Center courses round out the University's program. There are 2,568 undergraduate students and 2,214 graduate students presently enrolled.

Santa Clara County has many colleges. Two universities are close by. In San Jose, only three miles away, over 19,000 students attend San Jose State College, a tax-supported institution, which offers a complete diversified program with stress on teacher education. San Jose City College is a local junior college, as is Foothill Junior College in Los Altos Hills. In 1968, the second campus of Foothill, DeAnza College, will begin accepting students.

In nearby Palo Alto, Stanford University offers Schools of Business, Education, Law, Medicine, Engineering and Earth Sciences.

Just 30 miles by freeway, the University of California, Santa Cruz, opened as the newest campus of the tuition-free State University System in California.

tween Classes at William A. Wilson Intermediate School

Striking Library at University of Santa Clara

CARL N. SWENSON CO., INC.
GENERAL CONTRACTORS

In 1926, Carl N. Swenson, Chairman of the Board of the Carl N. Swenson Co., Inc., contracted to build San Jose's Medical-Dental building.

Since then it has grown to a company of up to 450 employees and participated in the commercial, industrial, and many public buildings in Santa Clara County, and has been responsible for much of the University of Santa Clara construction. Current jobs include the Santa Clara University dormitory; Airport Terminal Building, San Jose; NASA Buildings, Moffet Field; firehouses in Santa Clara and the Wilcox school.

Its reputation is built on its word and its work and Swenson stands behind both. *777 N. First St., Suite 370, San Jose, 294-3232.*

THE NEW LIBRARY -- SANTA CLARA'S ARCHITECTURAL PRIDE

When Santa Clara built a new library in 1955, it believed the building would be adequate for years to come.

To the surprise of civic leaders, it found that 800 people would visit the 75,000-volume library on a busy day, and 52,000 card holders made demands for books that strained the facilities of the library.

Plans went into effect to build another and more adequate library. Nationally famous architect Edward Durrell Stone submitted plans for a library with mission motif with a vaulted ceiling, borrowed from the design of one in the little church of Assissi in Italy.

The million-dollar library scheduled to open in summer of 1966, will contain 40,000 square feet. A special library for children, with separate entrance is planned, as is a charming outdoor amphitheater circled in trees to be used for acting out stories for children. Multi-purpose rooms for meetings and cultural exhibits are included.

Outstanding New Santa Clara Library Karl Riek Photo

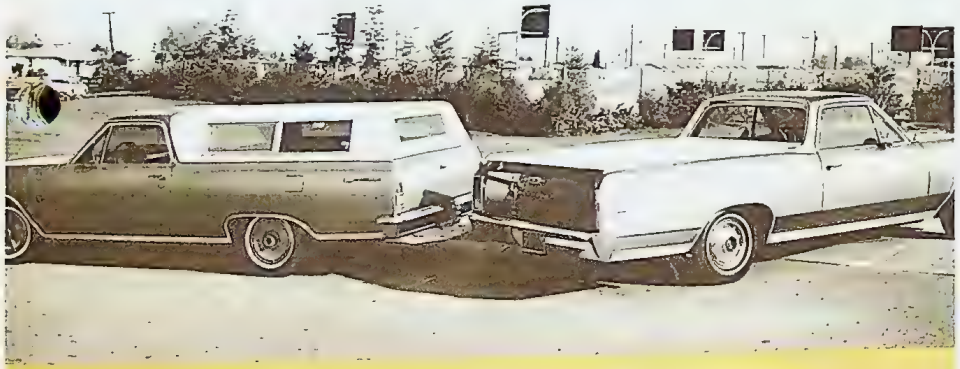
COMMUNITY SERVED BY EXCELLENT MEDICAL FACILITIES

Kaiser Foundation Hospital

To meet the needs of Santa Clara, the Kaiser Foundation Hospital opened its doors in 1964 providing 158 beds. Every modern facility is available in the hospital. Plans are already underway to expand the hospital to 300 beds to keep pace with the continued growth of the city.

In nearby San Jose, five medical hospitals have 1,376 beds. In the county, modern hospitals, including Stanford Medical Center and El Camino Hospitals, offer a total of 5,015 beds.

These facilities, plus twenty-six doctors in the city and over 1,000 in the county's local medical society, assure excellent care for residents without delay at all times.



SANTA CLARA
FIBERGLASS PRODUCTS

For 4 successful years Al Montaño has been manufacturing fiberglass products in Santa Clara. His PROTECT-O-TOP pick-up covers and campers have proved to be the finest for long-lasting service and wear. This firm also makes basketball backboards.

Prompt service, courtesy, and a desire to please its customers are all features of Santa Clara Fiberglass Products. They will be glad to discuss your needs. Al Montaño, owner. *2122 Ronald St., 248-0338.*

B & W ROOFING &
MATERIALS, INC.

B & W Roofing & Materials, Inc., has applied over 58,000 roofs in this area since it opened its doors in 1952.

Its well-earned reputation for roofing and insulation service in commercial, industrial, and residential roofing is a matter of pride to the company. Five yards to serve you and fully equipped for any size job. Free estimates and inspection. *767 Parker Street, 243-7610.*

CONVENIENT MODERN SHOPPING OF ALL KINDS

Lawrence Square Shopping Center

Santa Clara offers convenience in shopping as well as a variety of services in its magnificent shopping centers.

There are thirteen centers near residential sections of the city. The old downtown has been demolished and in its place, through urban renewal, plans have been made for a center to hold a new hotel, stores, services, a medical-dental building, and complete shopping facilities.

Many large, well-known department stores are represented in shopping centers in the Santa Clara area. Three well-known centers are the Lawrence Square Shopping Center, the Village Green Center and the Emporium Stevens Creek Plaza.

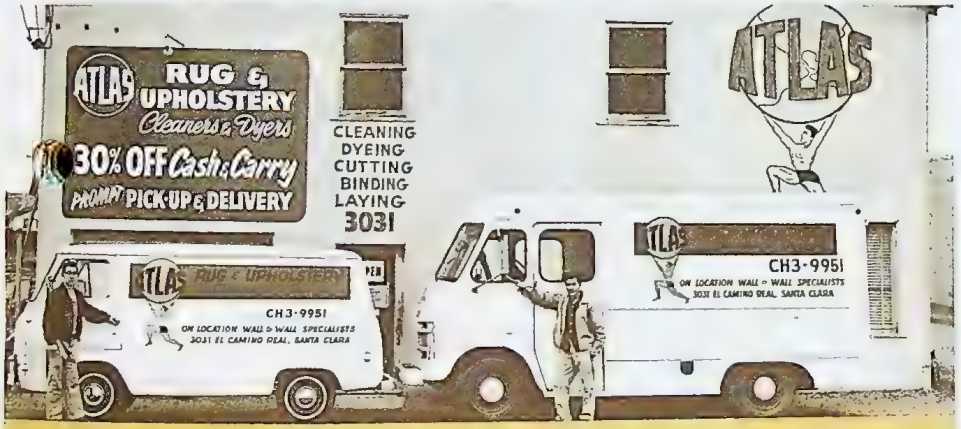
The average income per household in Santa Clara, according to Sales Management, 1964, is $8,730, and income per capita, $2,243. Shopping is geared to income and a wide choice of merchandise is available to suit every possible household and business need.

Emporium Shopping Center

EASTERN WHOLESALE FURNITURE CO.

Wholesalers of distinctive furnishings for discriminating tastes, this firm is the ONLY closed wholesale furniture showroom between San Francisco and Los Angeles – with the finest selection of quality furniture you will find.

Showrooms and facilities are open to dealers, decorators and their clients, and Eastern Furniture welcomes your visit. Frank G. Lasecke, Sr., and Frank G. Lasecke, Jr., co-owners. *1155 Shulman Ave., Phone, 248-3772.*



ATLAS RUG UPHOLSTERY CLEANERS & DYERS

Whether you select our Plant or "On-Location" Service, you are assured of the best in quality and workmanship with the latest equipment and at the lowest prices.

We repair and re-dye all types of rugs and carpeting. Upholstery cleaned. Also rug-laying, cutting, binding, repairing. Mothproofing of rugs and furniture. Give us a call and we'll be there. Free estimates. Arthur and Kay Tanabe, owners. *Plant: 3031 El Camino Real, Phone, 243-9951.*

WEST COAST LINOLEUM AND CARPET CO.

The West Coast Linoleum and Carpet Co. is one of the oldest carpet, tile and linoleum firms in northern California with experts of over 200 years combined experience. Since it opened its doors in 1923, the company has kept pace with progress, with over one quarter million floor covering installations of distinction to its credit including jobs from complete office buildings to one room in private homes. Their slogan, "If it is for the floor we have it," includes first-quality carpet with famous brand names such as Gulistan, Alexander Smith, Magee-Firth, Doerr, World Carpet, Dan River, Hollytex and many others. In tile and linoleum, they carry Armstrong, Tile-Tex, Rubber-oid, Johns Manville, Congoleum Nairn and others.

Carpet, tile and linoleum problems of any kind are welcomed, free estimates cheerfully given. Experts in private, industrial and commercial installations. Open from 8 a.m. to 6 p.m. week-days except Thursday, open until 9 p.m., and Saturday open 9 a.m. to 4:30 p.m. Closed Sunday. *2360 El Camino Real, Santa Clara, Phone, 243-2345. Also located in San Francisco at 2689 Mission St.*

OF INTELLECTUAL AND CULTURAL PURSUITS

Santa Clara Philharmonic Orchestra The Towne Press Photo

Santa Clara nests in a hub of cultural activity. It has its own Philharmonic Orchestra with a four-concert season. The University of Santa Clara contributes lectures, and its Clay Greene Players offer drama. The Little Theater Group, sponsored by Santa Clara Parks and Recreation Department, offers more plays and participation. The deSaisset Museum on the University of Santa Clara Campus brings special exhibits, lecturers, and maintains a continuous public art showing. The California Shakespeare Festival and exhibits by the Mission City Artists Association also attract community interest.

One of the highlights of Santa Clara's community affairs is the annual Parade of Champions attended by some 30,000 people. Each year, participants from all over the State of California feature every imaginable entry competing for the trophies.

In nearby San Jose seasonal concerts, opera and drama are scheduled as well as exciting offerings from San Jose State College in drama, music, and art. Stanford University in Palo Alto also offers diversified cultural activities, and in less than an hour's driving time all the cultural wealth of San Francisco is available.

University of Santa Clara Art Gallery and Museum

Beautiful Queen on Her Float at Parade of Champions

"Opening Night" – Adult Drama Group

SWIM CENTER OF THE WORLD

Pride of Santa Clara – The 1964 Olympic Swim Team Champions Peter Carter Photo

The dream of Santa Clarans has been to make the city the swim center of the world. The enthusiasm of youngsters and the competitions encouraged by schools and Parks and Recreation, have made that dream come true.

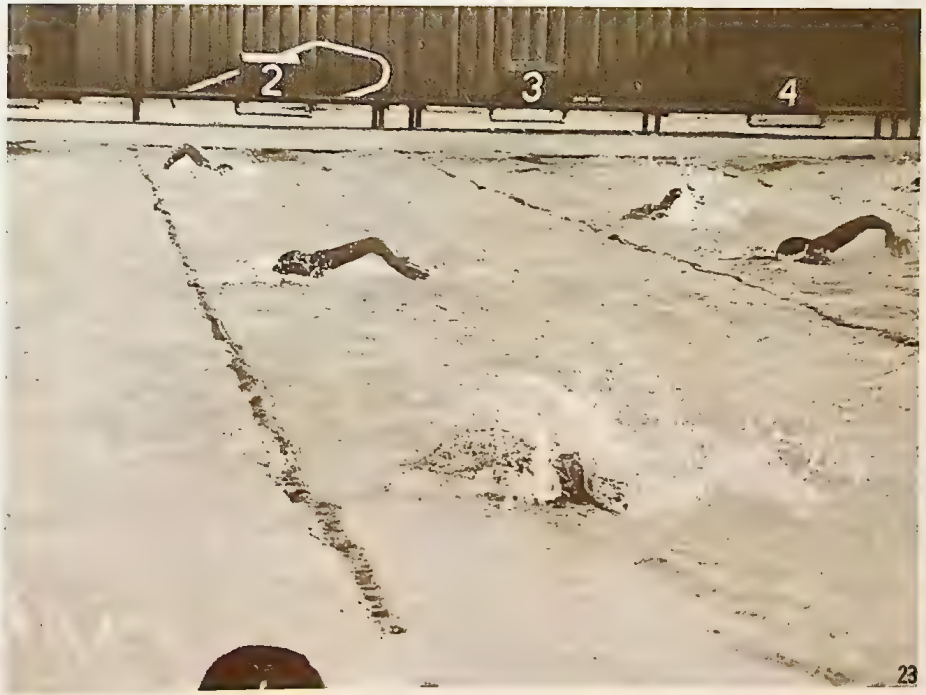
Everywhere you turn, little tadpoles are practicing to become experts in swimming, and before you know it they are on swim teams competing for medals.

Physical instructor George Haines has become the leader in this city of swimming champions, having coached champions who have brought home seven gold medals in the Olympics of 1960 and 13 gold medals, two silver medals and one bronze in 1964. These were coached through the sponsorship of a private swim club in Santa Clara.

In appreciation of the reputation and honor Coach Haines and teams have brought to Santa Clara, the city voted to build an INTERNATIONAL SWIM CENTER in its new Central Park. This will contain a regulation Olympic 50 meter racing pool for international and national competitive swimming; recreational-instruction and warm-up pool. A diving pool complete with diving tower completes the pool facilities. The diving pool will be used for intercollegiate water polo, synchronized swimming and water safety instruction, as well as for national and international diving meets.

The Santa Clara Aquamaids under the supervision of Kay Vilen, well-known synchronized swim team instructor, are gaining fast recognition in the nation. The team has developed one senior national champion in solo swim. The Aquamaids are sponsored by the Parks and Recreation Department.

Incidentally, there are swimming pools in Santa Clara's twenty parks and any child who wants to swim has every opportunity to do so and to participate in the many activities open to him in the city.



YOUTH VALLEY VILLAGE A DREAM INTO REALITY

Marty and Rita Rowe Photo

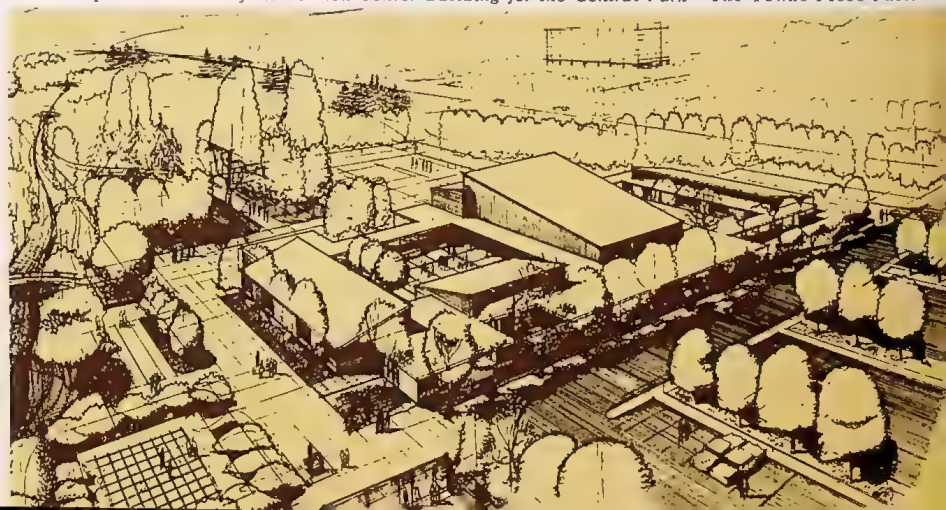
Rev. Walter E. Schmidt, S.J., vice-president of Santa Clara University, teacher, and Dean of Men, formed a club for about 20 over-energetic Santa Clara teenagers in 1944. Within two years the delinquency rate dropped 82%!

Today, in a 14,000 square-foot building on a 6-acre site, it is a hub of week-end activity for teenagers; with a dramatic program for 8 to 10-year olds.

The Youth Village formed a track and field team and in the first 12 years produced nine Olympic Games entrants. Don Bowden is current coach. The Youth Village is supported by the Santa Clara County United Fund.

RECREATION UNLIMITED

Proposed Community Recreation Center Building for the Central Park The Towne Press Photo



Santa Clara is a sportsman's paradise. It boasts of a champion 18-hole golf course, the famous Fairway Glen, which is in negotiation to become city owned. There are 18 other public regulation golf courses in Santa Clara County.

The newest of Santa Clara's 20 parks and playgrounds is Central Park, where the beautiful International Swim Center is to be located. Its 52 acres will provide outdoor facilities for sports activities as well as picnicking and relaxation.

During summer vacation these playground areas and parks provide supervised play by trained recreational leaders for children and a program of activities for adults. The list of activities is endless.

Tiny tots who have no playmates are encouraged to get together and play with each other through the Parks Recreation program. Young boys play on teams at baseball, soccer, basketball, and other games. Little leagues and regular leagues compete, with a total of 800 boys participating on teams.

The Department also sponsors a synchronized swim team, the Santa Clara Aquamaids, coached by Kay Vilen. The team is winning national recognition for its performances and it has produced one senior national champion in solo swimming.

There are classes in calisthenics, painting, drama, tennis, golf, tap-ballet, dog training, and even wrestling. Crafts, bridge, square dancing and social dancing are also included for every age group.

Santa Clara is a sportsminded city. It has fierce loyalty to the Santa Clara University's baseball team, the "Broncos." More than 40 of its members have become players in major leagues. Always exciting is the annual game between the Broncos and the San Francisco Giants. Football, track, pole vaulting and javelin throwing are big Santa Clara sports. Participants in many of these sports have been on U.S. Olympic teams.

Swimming, solo and team, is so popular that Santa Clara is known as a swim center and would-be champions move to the city to get the benefit of Coach Haines who sponsors a private Swim Club and has developed many Olympic champions.

In fact, with the glorious sunshine and mild temperature, it is hard not to be a champion in some sport in lovely Santa Clara. The enthusiasm is inspiring, even if it is only for a game of horseshoes.

CLOSE TO THINGS YOU WON'T WANT TO MISS

Facilities for pleasure in areas surrounding Santa Clara are countless. All you need to do is to get in your car and decide what you want to do. A drive to Santa Cruz and beaches for swimming and picnicking, surfing and sunning. San Francisco offers magnificent museums, zoo, miles of beaches, colorful Chinatown, Fisherman's Wharf, and fascinating sights. The winter and summer playgrounds of the Sierras and Lake Tahoe bring outdoor fun, skiing in season, fishing and boating. Vacationing on a houseboat along the Sacramento River is a favorite for many peninsula families. Hunting, fishing, camping, boating, skiing, skating, and swimming are all within one or two hours. Santa Clara is truly in the heart of outdoor paradise.

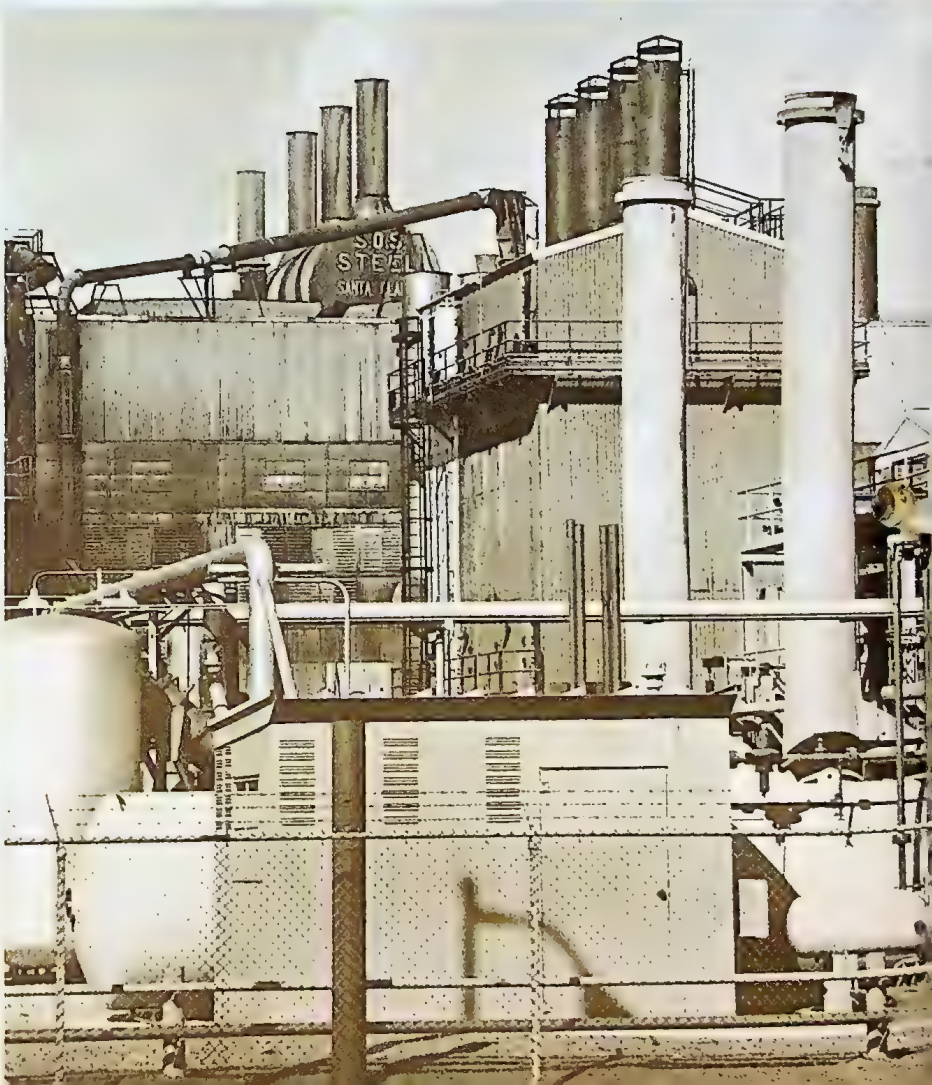
MEMOREX
PRECISION MAGNETIC TAPE

Memorex Corporation produces the world's finest magnetic tape, for computers, recording instruments, and television. In all probability, Memorex products have already had some effect on your life — perhaps helping write your paychecks, keeping track of your airline reservations, instructing your children via closed-circuit television, or adding to your enjoyment of network shows.

At the Memorex plant in Santa Clara, you'll find not only the most advanced facilities and techniques for the manufacture of magnetic tape, but even more important, you'll find people with unmatched technological know-how and a talent for leadership notable within their industry and a source of pride within their community.

1180 Shulman Avenue, Phone, (408) 248-3344.

DIVERSIFIED INDUSTRIAL GROWTH



Santa Clara city and county have attracted a steady growth of industrial plants and diversified industries.

Such companies as Duffy-Mott, Pratt Low, Div., with 2,000 employees; Owens-Corning Fiberglas Corporation; Western Microwave Lab.; Mark Systems, Inc.; Norton Co.; Electromec Design & Development; General Micro Electronics and Memorex enjoy Santa Clara's conveniences: transportation, climate, low utility rates, large labor pool, and the relaxed atmosphere of its city.

There are some 400 manufacturing plants located in the city who employ approximately 12,000 people. With wide diversification they produce fiberglass, electronic equipment, paper products, abrasives, plywood, fabricated metals, and

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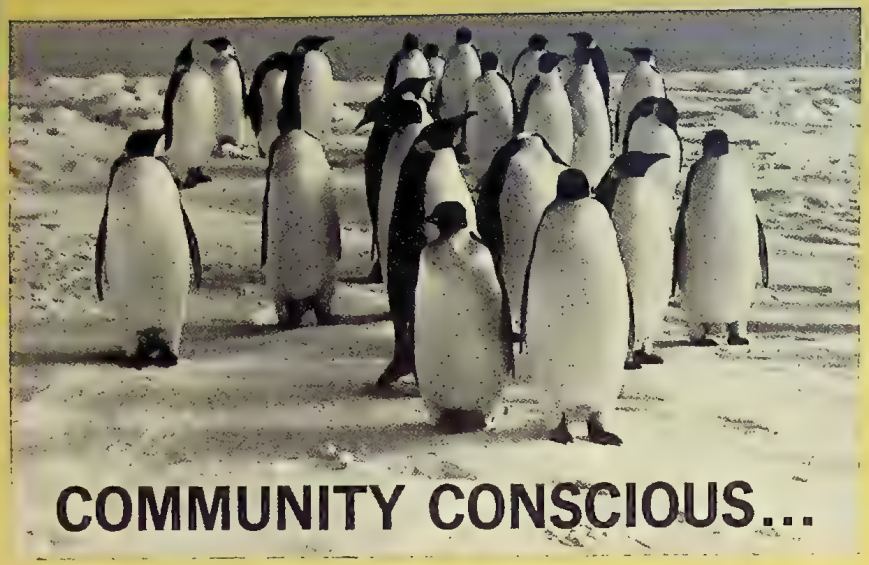

COMMUNITY CONSCIOUS...

. . . that's NORTON at Santa Clara
a progressive partner in Western industry

- with the world's leading line of grinding wheels
- with thousands of wheels in stock for immediate delivery
- with electronic inventory control to locate wheels in seconds
- with abrasive specialists to solve any kind of grinding problem, any time, any place.

Whenever grinding, finishing or cutting-off, that's Norton territory and that's what we're here for. What's more, we're proud to have played a part in the progress of the Santa Clara community and look forward to even greater prosperity and growth.

NORTON COMPANY 2555 Lafayette St., Santa Clara

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GENERAL MICRO-ELECTRONICS

General Micro-electronics, a subsidiary of Philco, is a young company with a firm objective. The objective is to develop a stimulating environment for creative professional people to develop their talents within a balanced, diversified microelectronic capability.

Top engineering, technical, marketing and professional personnel have been steadily drawn to this environment. Their efforts have achieved a broad-based capability of semiconductor devices, integrated circuits, highly complex microcircuits, microelectronic subsystems and systems. Today, GMe continues to grow and the objective continues to be the achievement to progress, for GMe and its people. *2920 San Ysidro Way, 245-2966.*

SHAW INSULATION CO., INC.

For your comfort the year round, "Let Shaw Insulate." In business, at home, or in industry, Howard Shaw has been serving Santa Clara since 1947 with comfort. Call for service or consultation when the problem is home insulation, weather stripping, shade screening, awnings, acoustical insulation. The company is an approved applicator of Fiberglas blowing wool; "Armstrong Ceiling Systems," "Penwall Movable Partitions," and he's your approved local "Owens-Corning" contractor. *975 Richard Avenue, AX 6-2053.*

(Continued from Page 27)

chemicals among other products. A large number of plants are devoted to food processing.

The labor market drawn from Santa Clara County in an estimated population of 891,200, shows 329,600 employees.

There are some 1,650 acres in the city zoned for light and heavy industry; about 57% vacant and available in parcels from 13 to 80 acres. Industrial land sells from $17,000 to $50,000 an acre. This is flat terrain sloping to the north with excellent drainage and clay subsoil. Another 1,500 acres outside the city limits are being held for industrial development at slightly lower prices.

(Continued on Page 30)

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Architectural controls, and in some instances, landscaping requirements, have been effected by the city to assure that Santa Clara will always remain an attractive location for industry.

An Industrial Citizens' Board works closely with the city government to cooperate in the growing needs of Santa Clara. It has been very effective in developing and carrying out plans for the good of the community.

It is the pleasure of Santa Clara to welcome newcomers to industry, and to make available its outstanding facilities to all types of light and heavy industry, home office, distribution and warehouse businesses.

Machining is accomplished by skilled operators in shops located right on the premises, finishing wide variety of alloys to precision tolerances encountered in flange production.

Furnaces in which billets are heated to proper forging temperatures.

WESTERN FORGE & FLANGE COMPANY

Specializing in the manufacture of forged pipe flanges for 25 years. QUALITY FLANGES MADE WITH THE SKILL OF EXPERIENCE. *720 Reed Street, 296-1244.*

PACIFIC NURSERY POTS, INC.

Since 1948, Angelo Tersini and his son Carlo, now general manager of the firm, have been supplying the wholesale nursery industry with metal containers in all sizes from one gallon to fifteen gallons, the main product being the patented PLANTAINER. With two plants in operation, Pacific Nursery Pots, Inc., will ship anywhere in the United States, including Puerto Rico and Hawaii, and Canada. *Home Office: 1015 Martin Avenue, Santa Clara, Calif. (408) 296-3585. Plant No. 2: 1431 W. 9th Street, Upland, Calif. (714) 982-6440.*

MARK SYSTEMS, INC.

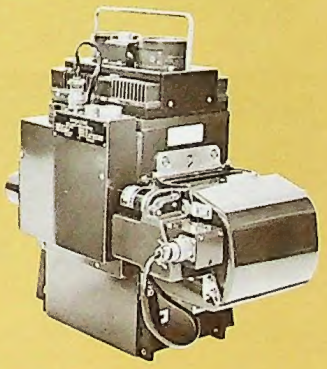
Serving the Electro-Photo-Optical Market

Mark Systems, Inc., employs a staff of engineers and technicians with wide experience in those areas of physics, chemistry, and engineering where electronics, photography, and optics merge to produce new basic techniques for modern and advanced state-of-the-art equipment and systems. They operate in a modern, well-equipped facility to provide prompt engineering and technical solutions and to build reliable and economical instruments.

Attached directly to airborne cameras, or in the form of semi-portable or hand-portable units, Mark Rapid Access Film-Processors mate Bimat film to exposed photographic film automatically. Positive is ready for viewing immediately upon completion of the developing cycle (5-25 minutes, depending on the length of film to be developed). Negatives may be used immediately for multiple reproduction and detailed analysis. Other systems developed by the Company utilize the liquid applicator processing technique for use "on-line" in computer information display and recording systems.

LOCATED IN SANTA CLARA, MARK SYSTEMS IS A MAJOR CONTRIBUTOR TO THE SUCCESS AND REPUTATION OF OUR FAST GROWING SCIENTIFIC AND INDUSTRIAL CENTER.

2999 San Ysidro Way, Santa Clara, California, (408) 245-5000.



Airborne film processor developed by Mark Systems. Made for the U.S. Air Force, it allows in-flight processing of 125 feet of film and simultaneous production of positives and negatives.

G. L. DOMROSE & SONS

Two generations of the G. L. Domrose & Sons firm have served Santa Clara in the masonry construction business.

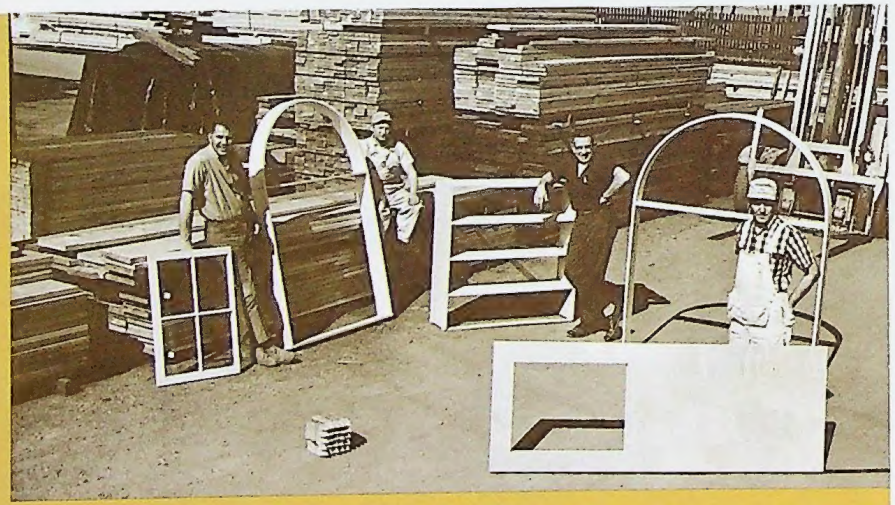
Employing only expert craftsmen and workers, the company specializes in commercial work in brick, stone, and block, as well as residential. Much of the beautiful masonry in Santa Clara has been produced by this reliable firm. You are invited to call for free estimates on custom work you can depend upon. *3051 Homestead Road, AX 6-3311.*

KEYSTONE STEEL & WIRE COMPANY

Serving Santa Clara and the Bay Area industry and building material dealers for 15 years with a variety of wire and wire products.

- Red Brand Fence and Barbed Wire
- Keystone Nails
- Keymesh and Keyline Poultry Netting
- Keyweld Wire Fabric
- Cage Clips & Fasteners
- Wire Straightening and Forming

651 Walsh Avenue, 296-6545.



MISSION CITY LUMBER COMPANY

Established over 20 years, this firm has based its growth on the motto "Quality & Service."

Specializing in "Custom Millwork" for commercial buildings and fine residences, the firm, nevertheless caters to the individual customer for lumber and millwork requirements. They will be happy to serve you in any way possible. *651 Harrison, Phones, 296-1950 and 296-0650.*

SANTA CLARA COLD STORAGE & FREEZER CO.

Their Modern Frozen Food and Cooler Depot has served the perishable food industry at the same location since 1950. They have 882,588 cubic feet of storage space available under one roof. Sharp freeze, zero and cooler storage – controlled refrigeration for fruits, vegetables, and meat. M.A. (Milt) Nielson, manager, invites you to use their service. Land is also available for processing buildings. *1061 Martin Avenue, Santa Clara, California 95050, CH 3-1200.*

Jet Age San Jose Airport

TRANSPORTATION FACILITIES AMONG THE BEST IN THE COUNTRY

The convenient location of Santa Clara to transportation is a primary reason for the city's rapid industrial growth.

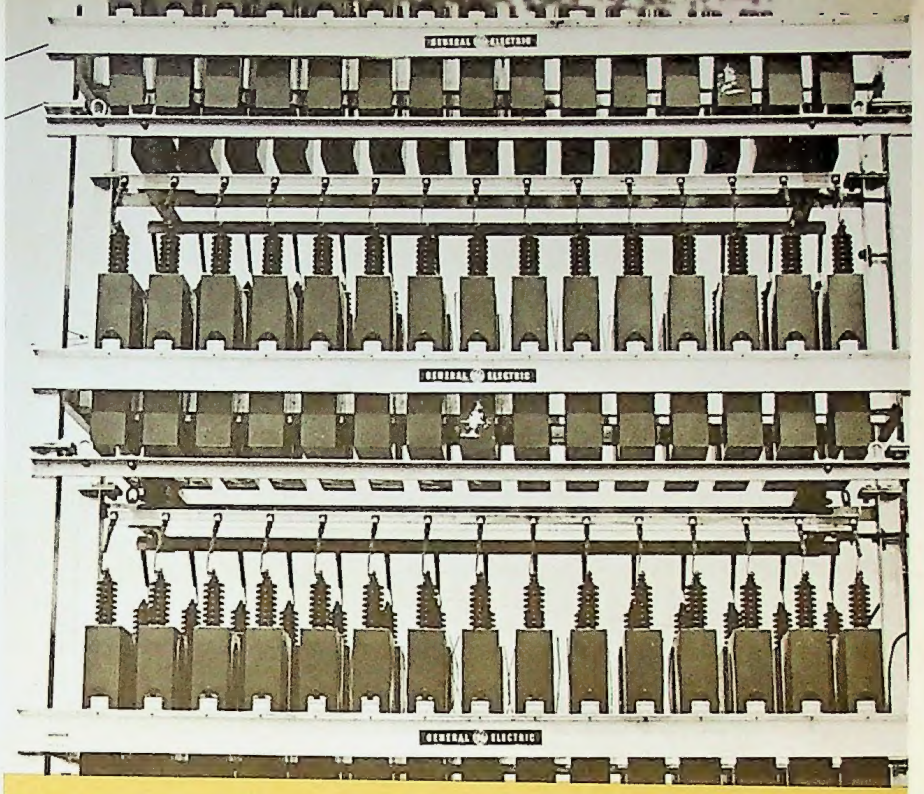
Santa Clara sits at the southernmost tip of San Francisco Bay. It is three miles west of San Jose, 46 miles south of San Francisco, and 44 miles south of Oakland. Thus, it forms a triangle with the three largest cities of northern California.

Freeways move in all directions from Santa Clara, north, south, east, and west.

Rail service is provided to all parts of the country by three major rail lines—Southern Pacific, Western Pacific, and Santa Fe.

Less than five minutes from City Hall, there is the newly modernized San Jose Airport with landing strips and systems geared to the largest jet airliners.

San Francisco Airport and Oakland Airport are close by and the SFO Helicopter service provides 15-minute rides to either airport. Air freight service is available for the heaviest user.

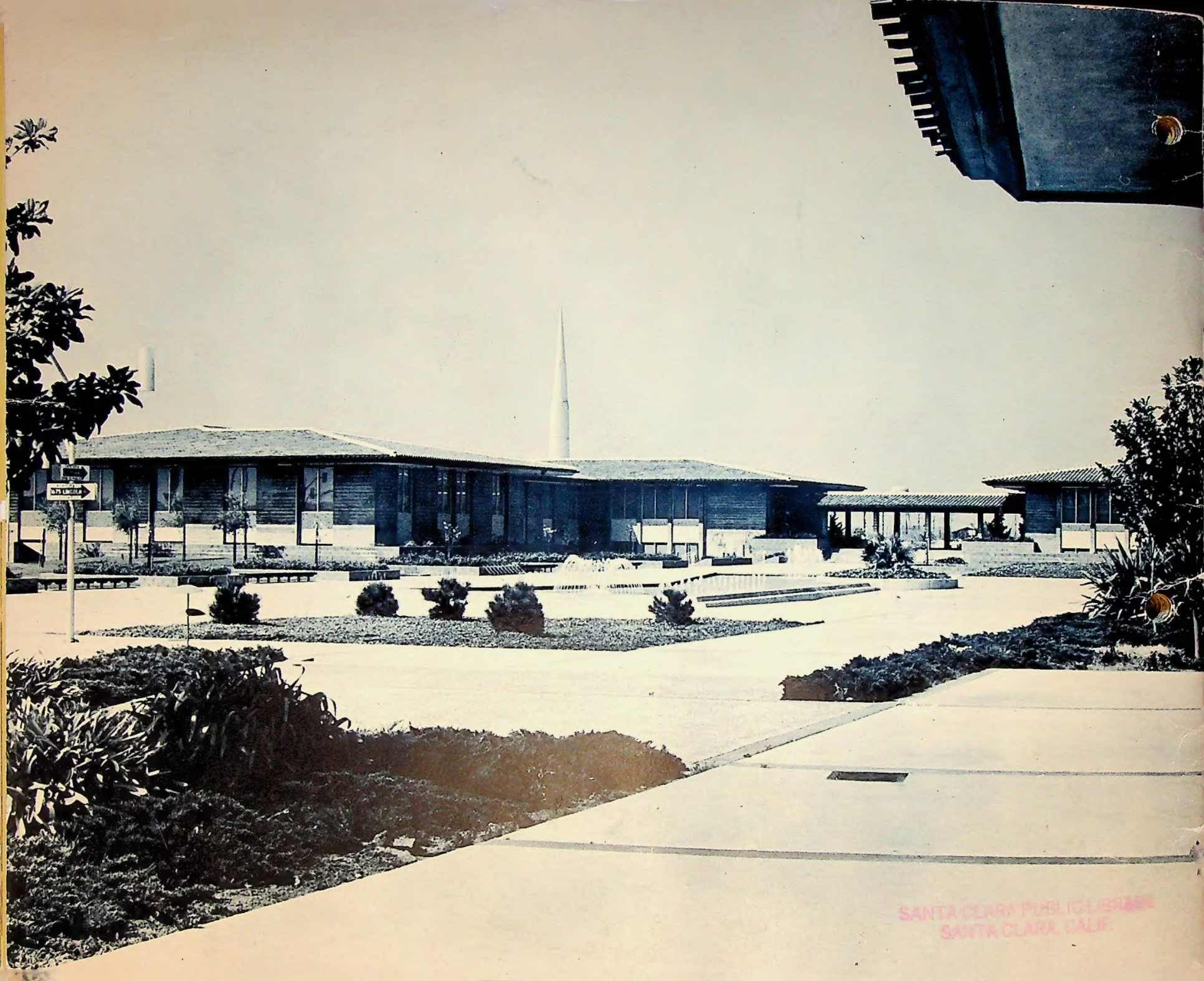


UTILITIES -- LOW COST AND ABUNDANT

Utility costs are lower in Santa Clara than in neighboring communities. The city owns its own electric distribution system and buys federal power. The saving in rates for a user of two million KWH per month amounts to over $29,000 per year in Santa Clara as compared to rates in San Jose or Sunnyvale.

Santa Clara also owns its own water system and charges industrial users over 25% less than they would pay in these neighboring cities. The city also allows industry to sink its own wells subject to approval of use permits.

Pacific Gas and Electric Company, privately owned, will quote rates according to individual requirements, and the telephone service is supplied by the Pacific Telephone Company.



SANTA CLARA PUBLIC LIBRARY
SANTA CLARA, CALIF.